

ARUBA VISITOR'S GUIDE

GUIA PARA EL TURISTA EN ARUBA

Elke werkdag open
U kunt het boekje overal kopen
kosten is maar will
kosten : 2,50 per jaar (kinderen 1,-)
BOEKERIJ VAN ARUBA
OPENBARE LEESZAAL
Het lidmaatschap op de

Administrated by: E. S. Pellegrim, Cura Cabai 26, Tel. 7294
Administradores: H. E. Reeberg, Quillstraat 19, Tel. 5709

VOL. 2, No. 12, DECEMBER 1967
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ENTRANCE OF THE BASI RUTI HOTEL AT PALM BEACH — ARUBA NETH. ANT.

(Aruba Road Map inside)

FREE COPY - GRATIS

Aruba

ESSO CLUB

Located at the Eastern tip of the island, in Seroe Colorado, right at the waters' edge

- Enjoy lunch or dinner in our beautiful Bamboo Room, overlooking Rodgers' Beach
- Enjoy movies in our air-conditioned theater
- Enjoy the well-stocked Bookstore and Library
- Enjoy bowling in our 8-lane alleys
- Enjoy a cool drink in our modern Lounge

The Esso Club is a private social club, with guest privileges extended to visitors

For information, call the Club Manager at 9-2470

Lago

TOUR ONE OF THE WORLD'S LARGEST OIL REFINERIES

Tours begin at 1:30 p.m. every Tuesday and Friday. The duration of the tour is approximately an hour and a half. For tour reservation and information call Public Relations on telephones 9-2364 or 9-3605.

DURING YOUR STAY YOU SHOULD ALSO VISIT :

- 1 - Ayo Rock Formation
- 2 - Natural Bridge
- 3 - Sand Dunes
- 4 - Indian Caves

LAGO OIL & TRANSPORT CO., LTD.

Esso

guaranteed quality products in the Netherlands Antilles.

KAN

Jewelers
since 1918



Of course.....

of course we are able to offer a better collection of world's best watches, nicest-styled jewelry, most advanced cameras and remarkable souvenirs.....

of course we are able to maintain the lowest possible prices.....

of course this is to your advantage.....

of course there is a reason for all these points.....

BECAUSE, being one of the largest jewelry chains in the Kingdom of the Netherlands (of which this island is a part), we are able to stipulate the best possible buys throughout the world.

OF COURSE YOU'LL MAKE USE OF THIS !!

ARUBA BONAIRE CURACAO ST. MAARTEN HOLLAND

welcome, bienvenido, "bon bini" to Aruba

La Perla del Mar Caribe



OUR SHOP TALK

Dear visitor, we know more about this island than you might find on a map, so we'd like to give all sorts of clues to help you plan your shopping.

Let's start our shopping tour at the head of Nassaustraat at **FANNY's**. Here you'll find cashmere sweaters, Indian silks, brocade and embroidered garments, French beaded bags, gold and silver charms, crystals, Swiss watches, perfumes, souvenirs and gift items. Diner's Club and American express credit cards are accepted. Next block is **LEO BERLINSKI's** jewelry store, which features platinum and 18 kt. gold jewelry, cultured pearls, the world famous Girard Perregaux and other well-known Swiss made watches. It carries sterling, silver plated and stainless steel cutlery, bone china and ceramic dinnerware, crystal from France, Finland, Sweden, and England, figurines, teakwood articles, petit point and beaded bags.

Across the street is **ARUBA TRADING COMPANY**. Their well-trained and friendly staff will make your shopping a real pleasure. Here you will find an extensive collection of cosmetics, perfumes, men's and ladies wear, ties, gift articles, and souvenirs - all of first quality. They will gladly deliver your bonded liquors and cigarettes free of charge to your ship or plane.

And don't forget to visit **PHOTO EL GLOBO**, annex to **ARUBA TRADING**, with their large selection of photographic equipment of world famous brand names.

In the mainstreet the carillon and the lovely showcase displays identify **SPRITZER + FUHRMANN**

"Jewelers of the Caribbean" with shops in Aruba, Bonaire, Curaçao, St. Maarten, and also in New York. You simply cannot miss this place. Its famous carillon bells with the revolving native figurines is an unforgettable experience in sound and sight. Sole representatives for over a dozen of the most famous Swiss brand watches including the Patek Philippe, Audemars Piguet, Piaget, Omega, Eterna, and Ernest Borel. Exquisite collection of precious and semi-precious stones, lustrous pearls, and exclusive gold pieces. China and crystalware from the most famous houses in Europe. Sterling from England, Holland, and Denmark. Novelty watches and clocks covered by a guarantee that follows you home.

SPRITZER & FUHRMANN has a trained staff capable of helping you make the wisest choice. The New York branch will gladly service your articles bought in the islands. It is interesting to know **SPRITZER & FUHRMANN** was three times winner of the Diamonds International Award. The optical department "Optica Moderna" is located in front of Spritzer.

From Spritzer's "Optica Moderna" we stroll



HOTEL ASTORIA

SAN NICOLAS

where quality is a tradition
and service a motto.

For reservation call Tel.: 5132

★ BAR AND RESTAURANT

★ AIRCONDITIONED ROOMS

World renowned for its tantalizing variety of Chinese Food. **ASTORIA** also specialize in a fine American Cuisine, a wide choice of Seafood delicacies and delectable French Dishes.

toward **PALAIS ORIENTAL**, famous for ivory and wood carvings from India, Haiti, Hong Kong and Africa. Also for your pleasure are exotic wearing apparel, such as shawls from India, and pipes from Denmark and Italy. You will find moderately priced perfumes and colognes by Christian Dior, Jean Patou, Guerlain and others, and many more articles from all over the world. Palais Oriental also have been appointed exclusive agents for the world-known Swiss watch "Harpoon".

Now we are only a few steps away from **MEN'S SPORTSWEAR CENTER** offering you the best in men's wear on the island.

Your next stop is **SHALIMAR PALACE**. They offer you leather goods, perfumes, cosmetics, fine shoes from all over the world, beaded sweaters, ladies dresses from many countries, and many more.

In the next block we arrive at **KAN JEWELERS**. Don't forget that **KAN'S** motto is: "WAT KAN KAN, KAN KAN ALLEEN", which means, "What Kan can do, only Kan can do". They will do everything possible to make your shopping in their store a pleasant one. Don't miss their variety of jewelry, watches, cameras, and glasses.

A little tired and thirsty? On around the corner is **HOTEL CAPITAL** - coziest hang out in town.

Back to the mainstreet (behind Wimco) we find **LA VENEZOLANA**, your best bet for fine men's wear.

We continue our tour in the main street, where the ladies will have the opportunity to have their hairdo a la ultima moda at **MAGGY'S BEAUTY SHOP**. Maggy's carries a large supply of cosmetics — wholesale and retail.

Probably you are now ready for a bite to eat. Walk up the street till you face the Esso station. Around the corner at your right you will be delighted with that very, very special Chinese and International food of **HONG KONG RESTAURANT AND BAR**, fully air-conditioned.

LEO BERLINSKI

The Pearl of the Orient
JEWELERS

Oranjestad - San Nicolas,
Aruba.

The world famous Swiss watch

Girard Perregaux.

Silver, China, Crystal and

Figurines



Now why not call a taxi (Tel. 1604 or 5160) and ask the driver to take you to the **CORAL STRAND HOTEL**, for a drink at their poolside bar and a swim in their new pool. For a last suggestion, ask a cab to take you along the L.G. Smith Boulevard and drop you at the **TROCA-DERO**. Here you'll have the pleasure of choosing from many types of drinks and eating one of the many Troca-dero sea food specialties.

On your way back to your hotel or while touring the island, on Aruba's marvelous sugar-white beach the **MANCHEBO BEACH HOTEL** invites you to sip and dip in a completely relaxing atmosphere overlooking the crystal-clear blue Caribbean.

We hope you enjoy your stay on our island and say "Ayo" which means "So long"!

For Your Shopping We Recommend

RECOMENDAMOS PARA SUS COMPRAS

Oranjestad:

TEXAS FURNITURE STORE
MARISKA BOOKSTORE (Librería)
FANNY'S
LEO BERLINSKI
PHOTO EL GLOBO
ARUBA TRADING COMPANY
MANSUR TRADING COMPANY
SPRITZER + FUHRMANN
TINA'S SALES
PALAIS ORIENTAL
EL LOUVRE

SPORTSWEAR CENTER
SHALIMAR PALACE
KAN JEWELERS (Joyería)
LA VENEZOLANA
MAGGY'S BEAUTY SHOP
SELEMAR
VAN DORP BOOKSTORE (Librería)
HARTOG SHOE SHOP
WINKEL'S
VALEN GIFTSHOP (Airport -
Aeropuerto)

San Nicolas:

RED BOOKSTORE
LEO BERLINSKI
NANDWANT'S
SPRITZER + FUHRMANN
PALAIS ORIENTAL
FANNY'S
WINKEL'S

PUBLIC LIBRARY

Free lending to tourists of books in English, Spanish, Dutch; a.o. books on Aruba and other Caribbean islands. Open: Monday thru Friday from 8-12 a.m. and 2-5.30 p.m. (Tuesday and Friday till 9 p.m.)

For information phone 1580 or make a personal call at 6 Wilhelminastraat, Oranjestad or (only during afternoon hours) at the Government Building in San Nicolas (Opposite Post Office).

MASONIC LODGES

Lodge El Sol Naciente Longfellowstraat 3, Oranjestad
Secr.: tel. 2555
King Solomon's Lodge Savaneta 123, Savaneta
Secr.: tel. 7339
Lodge Hiram 102 Pos Chiquito
Secr.: tel. 5431
ROSICRUCIAN Aruba Chapter, Amorc.
Savaneta 202 Meetings: every Thursday
at 8:15 p.m.



Palais Oriental

Nassastraat 40, Aruba
 Shopping for Gifts? Visit Aruba's most modern, Air-conditioned Gift shop in the heart of Town — You will find a surprising variety of gifts from all over the world:

- Gold and Silver JEWELRY from all over Europe.
 - Knitwear from Italy.
 - Silk Saris and Dresses.
 - Favre Leuba - SWISS WATCHES.
 - All the wellknown FRENCH PERFUMES Savinelli and Dunhill PIPES.
 - Dutch-Tweka Bathing Suits.
 - Madeira Embroidered tablecloths.
 - Italian Leather sandals.
- American Express and Diner's Club Credit Cards honored.



ARE YOU WORRIED ABOUT YOUR \$100 ALLOWANCE?

You are allowed to take back as much as you wish. You are only required to pay duty on what you declare over your \$100 duty-free allowance. Here's a sample of duty charges on various articles:

CULTURED PEARLS (loose or temporarily strung)	5%
CHINA, BONE	35%
CLOCKS (costing over \$10)	32.5%
LEATHER HANDBAGS	20%
LEATHER GOODS	8.5 to 17.5%
DIAMONDS (cut but not set)	
Not over 1/3 carat	8%
Not over 1/2 carat	10%
WATCHES (on \$100 watch)	\$8 to \$15
SHERRY	39c a fifth
SILK KNITS (as wearing apparel)	20%
MOTION PICTURE CAMERAS (costing over \$50)	13.5%

CAMERAS (not movie) (costing over \$10)	15%
PERFUME (about 18 3/4%)	16c + 15%
WOOD CARVINGS	16 2/3%
TYPEWRITERS	FREE
JEWELRY, GOLD	24%
STERLING FLATWARE	8c each + 17 1/2%

Above are just a few examples of how low duty is on some of the most popular items tourists buy in our stores. Take cameras, for instance. Suppose you've bought merchandise to your full allowance of \$100 free of duty and you wish to buy a camera retailing for \$120 in Aruba. Your first saving is the fact prices here can average 40% less than in the U.S. Even with duty, you can still buy that camera at a great saving. Official duty on cameras is 15% on the wholesale value. The retail price of \$120 less 40% gives you the wholesale base rate of \$72 for your camera; and 15% duty on \$72 is only \$10.80. Your camera really cost only \$130.30. Your saving is considerable, even with duty. The same camera sells in New York City for \$199.95 (plus 5% city sales tax).

TROCADERO

Cocktail Lounge - Restaurant
Overlooking the schooner harbour

SEA FOOD

CURRY DISHES — STEAKS
CHINESE DISHES



Phone 1756

Jorge Camara, Manager

Basi Ruti Hotel

ON THE BEACH
at walking distance from the
Aruba Caribbean Hotel

INTERNATIONAL CUISINE :
Specialized in Italian dishes such as
CANELLONI PIZZA LASAGNA
VEAL SCALOPINE SCAMPI

Beach Bar Phone 2222

TOURING ARUBA

While in Aruba you may rent a car and driver, or a drive-it-yourself car, or may take a conducted tour. To drive yourself, you will need a temporary license, which can be obtained by presenting a valid driver's license from your own country.

Aruba has many treasures that are well worth exploring:

The island's greatest attraction is the PALM BEACH and EAGLE BEACH, which are among the world's finest. The pure white sand stretches for several miles along the leeward coast, and slopes gently into the water. There is excellent opportunity for waterskiing, sailing, and swimming.

FISHING has a variety of forms, and any one of the different types offers the enthusiast a challenge. Skin diving and spearfishing are well worth the effort here, as the rocks, reefs and wrecks of some sunken ships abound in fascinating fish. There is also good deep sea fishing.

The capital of Aruba is ORANJESTAD, its architecture is typically Caribbean-Dutch with some Spanish influence, while the colors of the buildings are typically of the Caribbean. Oranjestad's shopping center tempts the tourist with merchandise from all corners of the world. You will find Swiss watches, cameras, perfumes, cashmere sweaters, silk, character dolls, Dutch tile, Delft blue, binoculars, liquors and liqueurs, woollen and other fabrics, precious stones, porcelain miniatures, straw novelties, carved ivory from the Orient, crystal, beaded and petit point bags, Indonesian and Chinese wood carvings, leather goods, gold and silverware, etc. Thanks to the extremely low import duties, the prices are often less than half of what they are in the U.S.A. Store owners also can pass on bargains to visitors because there are no sale or luxury taxes in Aruba.

The SCHOONER HARBOUR of Oranjestad is one of color and excitement; boats from many Caribbean countries are docked all along the quay. Open stalls provide space for the boatmen to display their wares: great stalks of bananas - the little sweet ones or large cooking ones, oranges, vegetables, etc.

A little further along the schooner harbour is the fish market, where you may purchase a large variety of fish. Big ocean liners and passenger-ships can moor and bunker at Oranjestad's harbour.

In the well-kept WILHELMINA PARK, named after the late Queen Wilhelmina of the Netherlands found on the seaside of Oranjestad, there is a beautiful sculptured statue of the Queen Mother, surrounded by bright colorful flowers and plants.

The American colony, SEROE COLORADO, where, most Americans live, is situated at the eastern end of the island.

The climate of Aruba is considered to be one of the finest in the Caribbean. Rainfall is scant, and the days are always cooled by the copious flow of air from the northeast tradewind. Thriving in this dry climate are the strangely shaped DIVI-DIVI TREES, that point forever downwind; the ALOE plant, which is being developed for medicinal purposes; and the cactus, which is used for fences. Arubans cherish flowers, and most homes are surrounded by bright Bougainvillea, Oleanders, Flamboyant, Hybiscus, and other tropical plants.

Aruba's most outstanding landmark is HOOIBERG or "HAYSTACK", and for those interested, there are steps for climbing to the top of this hill.

Attractive hidden coves on the north side of the island offer a perfect setting for picnics. For those who prefer a little surf with their bathing, fairly rough water on this side of the island makes it perfect. Two of the most intriguing and accessible coves are ANDICOURI and DOS PLAYA, where towering rocky arms reach into the sea and the constant dashing of waves presents a varied and awesome backdrop for the pleasant sand beaches of the coves.

A most interesting NATURAL BRIDGE on the north coast, carved out of solid coral rock by the relentless surf, is a startling example of nature's architecture, and a "must" for every visitor.

BOCA DRUIF is an interesting grotto also sculptured by the sea on the island's windward coast near the dunes of PRINS. It offers a breath-taking view of the wild coastline.

The CUNUCU, which in Papiamentu means "country-side" is dotted with brightly colored Aruban houses. Rocks of many different shapes are scattered over the island. Probably the most impressive ones are found at

E. L. FERROL

★ Manufacturers' Representative
★ Commission Agent ★ Distributor

Cable: ELFE/ARUBA Tel. Office: 2176
Address: P.O. Box 35 Res.: 3073

**MERRY CHRISTMAS
AND A
PROSPEROUS 1968**

**FELICES PASCUAS Y PROSPERO
AÑO NUEVO**

**ARUBA VISITOR'S GUIDE
GUIA PARA EL TURISTA EN ARUBA**



The One Red Bird

by Kathryn Jackson

One red bird would not go South.

"Not I," said he. "The South is bright with flowers and fruit and the songs of birds. But the North is cold and still. Only the black, bare trees stand in the snow against the gray sky.

"I will stay here.

"I will flash my bright feathers against the gray sky.

I will sing in the quiet winter in the bare black trees.

"I will stay.

"I will stay. "

But the wind blew cold — oh, cold.

The snow fell deep and white. It covered the grasses and their dry pods of seeds. The branches were ice-clad, cold and slippery to small bird feet.

Cold — oh, cold.

"What shall I do?" cried the one red bird. And he shivered.

The stars sang coldly.

Under the eaves clung the one red bird. And a little warm draft blew his ruffled feathers. Down he darted to a snowy windowsill. The window was open — just enough for a small red bird to squeeze himself through.

Down he flapped to a warm house floor.

And across the room, shining with lights, stood a Christmas tree.

"For me! For me!" sang the one red bird.

He sat on the branches of spicy fir in the shining light.

Popcorn to eat!

And salted nuts!

A gingerbread man up near the top!

"Oh, I'll sing and I'll sing and I'll never stop," sang the one red bird on Christmas Eve in the glittering, glistening, shining light of the Christmas tree.

"For me! For me!" sang the one red bird.

"I will stay."

HAPPY HOLIDAYS

Feliz Navidad



Aruba Chemical Industries

mario's

PHONE 1160

NASSAUSTR. 19, ORANJESTAD

Gigantic selection of bonded

- LIQUORS
- LIQUEURS
- PERFUMES



Selling at very, very attractive prices

CHRISTMAS MENU

Grapefruit au Rum	—	Shrimp Cocktail
Clear Oxtail Madeira	—	Turtle Soup
Crabmeat Crepe	—	Sole Pandita
Mixed Garden Greens		
Filet Mignon Dutch Style	—	Broiled Lobster
Christmas Surprise		
Demi-tasse		

\$ 10.00 per person including Wine
For Reservations call Tel. 3380

"TALK OF THE TOWN" aruba's
finest restaurant
Aruba, Netherlands Antilles



What to do and where to go in the Holiday Season

- Dining & Entertainment -

- Donde Cenar y Divertirse -



ARUBA CARIBBEAN HOTEL-CASINO	:	A very special program (Call 2250)
BASI RUTI HOTEL	:	Special Christmas and New Year's Dinner (Call 2222)
OLDE MOLEN	:	Exquisite holiday menu and night activities (Call 2060)
MANCHEBO BEACH HOTEL	:	Delightful Christmas and New Year's specialties and surprising holiday activities. (Call 3444)
CORAL STRAND HOTEL	:	Tempting holiday menu and sparkling entertainment and dance music. (Call 3380)
CACTUS INN HOTEL	:	Special dishes and entertainment in a charming atmosphere (Call 3100)
ESSO CLUB	:	Exceptional holiday menu and special dance festivities (Call 9-2470)
BALI RESTAURANT	:	Specializing in exotic Indonesian meals (Call 2131)
HONG KONG RESTAURANT	:	International cuisine and mouth-watering Chinese food (Call 2966)
MANDARIN RESTAURANT	:	International dishes and delicious Chinese specialties (Call 1008)

MANCHEBO BEACH HOTEL

TEL. 3444

Completely airconditioned - fresh waterpool - private beach - cozy cocktail lounge - sunken pool bar
bolas criollas

All Good Wishes For

CHRISTMAS And The NEW YEAR

Felices Pascuas y Próspero Año Nuevo

May Christmas Be Joyous And The

New Year Happy And Bright

Aruba Caribbean Hotel-Casino

Tel. 2250 — Aruba's Tourist minded hotel

1/4 mile snow-white beach — spacious and luxurious rooms with panoramic ocean view from private terrace — comfortable relaxation

DE WIT STORES N.V.

ARUBA

With all good wishes for a

Merry X-mas

and a

Happy New Year



CACTUS INN

Home
of

Dick's American House

Only U.S.D.A. Prime & Choice Meats served

KADUSHI CAVE COCKTAIL LOUNGE

Open until 2.00 a.m. on weekdays;
3.00 a.m. on Saturdays

Dancing every night (Discoteque)

Real Italian Pizza served in Kadushi Cave

TEL.: 3100

Always
smoke
the
best....

try one
and
convince
yourself !

AGENT :



MANSUR TRADING CO.

Tel. 1050 - 1051

AYO and CASIBARI, where nature piled tremendous boulders of diorite weighing thousands of tons on top the other. At AYO you may wander around and under these massive boulders via twisting passageways. THE DRAGON'S MOUTH at CASIBARI is a curious rock formation and a favorite spot for photographers.

Anyone interested in Indian culture will be fascinated by the ancient Indian drawings on the walls and ceilings of the caves of FONTEIN and CANASHITO, and on the rocks of ARIKOK and AYO.

The caves of QUADIRIKIRI and HULIBA are challenges for spelunkers.

Children will cherish the white sand dunes of

HOTELS - HOTELES

ARUBA CARIBBEAN HOTEL/CASINO
200 Rooms, 20 Cabanas (Resort Hotel)

ARUBA SHERATON HOTEL (Resort Hotel)
200 Rooms (under construction and will be opened very soon)

BASI RUTI HOTEL - 15 Rooms (Resort Hotel)

MANCHEBO BEACH HOTEL - 48 Rooms (Resort Hotel)

CORAL STRAND HOTEL - 28 Rooms
(Commercial/Resort Hotel)

HOTEL CENTRAL - 25 Rooms
(Commercial Hotel)

CACTUS INN - 21 Rooms
(Commercial Hotel)

NASSAU HOTEL - 11 Rooms
(Commercial Hotel)

HOTEL CAPITAL

TEL. 2029

Single \$5.50 to \$7.50 Double \$8.00 to \$12.50
NO ADDITIONAL CHARGES

Completely airconditioned also bar and restaurant
COZIEST HANG OUT IN TOWN

HOTEL CAPITAL
Commercial Hotel)

HOTEL ASTORIA - 10 Rooms
(Commercial Hotel)



Locally made
SOUVENIRS
COOKBOOKS with
recipes from
various lands



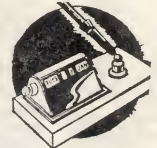
DICTIONARIES — Spanish/English;
Dutch/English, etc.

STATIONERY & OFFICE SUPPLIES



PHOTO & STAMP
ALBUMS

Large selection
of TOYS



U.S. Magazines

VAN DORP BOOKSTORE
Mainstreet, Oranjestad

PRINS and CALIFORNIA.

ST. ANNA'S CHURCH has a beautiful hand-carved oak-altar.

THE PIRATE'S CASTLE AT BUSHIRIBANA stands on a cliff on Aruba's windward coast. It is really the ruins of an old gold mill, a relic of Aruba's first industry. Another gold mill is located at BALASHI.

SPANISH LAGOON got its name from the buccaners who used to put in to repair their ships in its shelter. It is known for its scenic and peaceful surroundings.

FRENCHMAN'S PASS, where the Indians fought the French to protect the island from foreign invaders, is a breeding place of Aruba's bright and colorful parakeets.

FOR MORE INFORMATION SEE

De Palm's
SIGHTSEEING
Tours
OFFICE: ARUBA CARIBBEAN HOTEL-CASINO PHONE 2250



* 5 Choices in island tours

* Transfer service to and from
airport or shipside

TEL. 2250 - 1813

WORLD WIDE

HERTZ
RENT A CAR

LICENSEE

No doubling back with HERTZ IN ARUBA
RENT IT HERE, LEAVE IT THERE.

Pick up your Valiant or other fine car from
any HERTZ office

with no additional charge HERTZ puts you
in the driver's seat

Cable HERTZCAR ARUBA

Phone 2714



**SPORTSWEAR
CENTER**

**"For Better
Men's Wear"**

Nassaustraat 44
Tel. 2662 - Oranjestad

CAR RENTAL - ALQUILER DE AUTOS

HERTZ-Rent-A-Car

Tel.: 2714

ENTERTAINMENT



ARUBA CARIBBEAN HOTEL-CASINO
KLOMPEN KLUB - BALI BAR
RESTAURANT "OLDE MOLEN"
(OLD MILL) (El Molino Viejo)
CORAL STRAND HOTEL
HOTEL CACTUS INN: THE CAVE
(La Cueva)

MANCHEBO BEACH HOTEL:
ANDICOURI LOUNGE

About Aruba

THE ISLAND AND THE CLIMATE:

Aruba, first of the ABC islands, is the most western of the Leeward group of the Netherlands Antilles. It lies 15 miles from the Venezuelan coast, 12 degrees, 24 minutes north of the equator. It is 19.6 miles long, six miles in width at its widest point, and contains 70.9 square miles of rocky red hills and magnificent white sand beaches, surrounded by the deep blue Caribbean.

The average yearly temperature is 82 degrees, with the coolest months January and February and the warmest August and September. The air is lively and sparkling because the humidity averages only 76 per cent. Average annual rainfall is less than 20 inches.

THE PEOPLE AND THEIR LANGUAGES:

Aruba is the only Caribbean island on which the Indian population was not exterminated. The Aruban today is a descendant of Indians, with a mixture of Spanish and Dutch blood of the early colonizers. Arubans, those born on the island, number about 36,000. All are citizens of the Netherlands. Over 40 nationalities living peacefully together on the island.

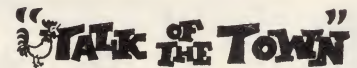
The Leeward islands (Aruba, Bonaire, Curaçao) have a living language of their own — Papiamento. It is a "lingua franca" that has evolved from Spanish, Portuguese and Dutch with some Indian words. Almost everybody on Aruba speaks Papiamento, Dutch, Spanish and English.

**BUS SCHEDULE - LINEAS DE AUTOBUSES
ARUBA CARIBBEAN HOTEL/ORANJESTAD**

(Fare fl. 0,30)	To (a) Oranjestad	From (de) Oranjestad
Bus stand for RETURN located at Tourist Bureau, Oranjestad.	7.55 a.m. 9.50 a.m. 12.05 p.m.	7.40 a.m. 9.35 a.m. 11.50 a.m.
Parada de buses frente a la Oficina de Turismo, Oranjestad.	2.10 p.m. 4.05 p.m. 6.05 p.m.	1.50 p.m. 3.45 p.m. 5.50 p.m.

RESTAURANTS - RESTORANES

OLDE MOLEN HONG KONG SALON MADRID (Cactus Inn) HOTEL ASTORIA ESSO CLUB HOTEL NASSAU HOTEL CAPITAL HOTEL CENTRAL MANCHEBO BEACH HOTEL: Andicouri Room	BASI RUTI HOTEL DIVI DIVI COFFEESHOP & KLOMPEN KLUB (Aruba Caribbean Hotel)
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TROCADERO
BALI
"MANDARIN"

TOUR OPERATORS - SU GUIA

De Palm Sightseeing	No. 1813
Lago Refinery Tour (free of charge) (Tuesday and Friday)	„ 9-2364 „ 9-3605

MONEY:

The currency of Aruba is the Netherlands Antilles Guilder, or Florin, of which the symbol is Fl., or F. The current rate of exchange is Florin 1.85 to the U.S. Dollar or Traveler's Check, and Florin 0.40 to the Bolivar. Many merchants make the rate of exchange even more favorable for tourists by giving a flat 2-for-1 exchange when U.S. dollars are used for purchases.

There are 100 cents to a Guilder. There are silver coins of five, 10 and 25 cents, 1 Guilder and 2½ Guilder, and copper coins of 1 and 2½ cents. The "square nickel" (5 cents) is a popular souvenir. Bills are in denominations of 2½, 5, 10, 25, 50, 100, 250 and 500 Guilders.

WATER SPORTS:

The waters surrounding Aruba are wonderful natural playgrounds. Deep-sea fishing is excellent. The best sport fish in local waters is the Balahu, followed closely by the blue and white marlin.

Skin diving has been popular on Aruba for many years. The waters around the island are exceptionally clear. Underwater visibility of as much as 150 feet is not unusual. As popular as skin diving is waterskiing. Because the Caribbean on the leeward side of Aruba is always calm, it provides a fine course for waterskiers. Instructors will show the beginner the elements of waterskiing and have him zooming across the turquoise waters in no time.

Boats and equipment may be rented at the Aruba Caribbean Hotel. Guides familiar with local waters are available to show visitors the best places for diving, underwater photography or spearfishing. For the more sedentary, there are glass bottom sightseeing boats that cruise over the island's reefs and sunken wrecks.

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Parish		A.M.	A.M.	A.M. H. Mass	P.M.	P.M.
Parroquia				A.M. M.Mayer		
Oranjestad	1434	6.00	7.15	8.30	5.00	7.00
San Nicolas	5118	5.30	7.00	8.30	5.00	—
Santa Cruz	8110	5.00	6.30	8.00	5.30	—
Savaneta	7025	5.00	7.15	—	5.30	—
Noord	1409	5.30	7.00	8.30	6.00	—
Paradera	1400	5.00	—	8.30	5.30	—
Brasil	1706	—	6.00	8.00	—	7.00
Dakota	2525	6.00	8.00	—	—	7.00

Protestant Church: Sunday service at 9.00 a.m.
Misa Protestante: Oranjestad Domingo a las 9.00 a.m.
Beth Israel Synagogue: Friday at 8.00 p.m.
Sinagoga Israelita: Oranjestad Viernes a las 8.00 p.m.
Comm. Church: Seroe Colorado Sunday at 11.00 a.m. (in English)
Methodist Church: San Nicolas: 9.00 a.m. - 7.30 p.m.
Brasil: 11.00 a.m. - 7.30 p.m.
Oranjestad: 11.00 a.m.

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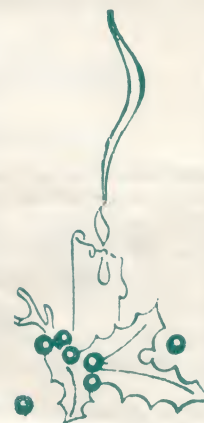
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Celery with Cheese and Ham
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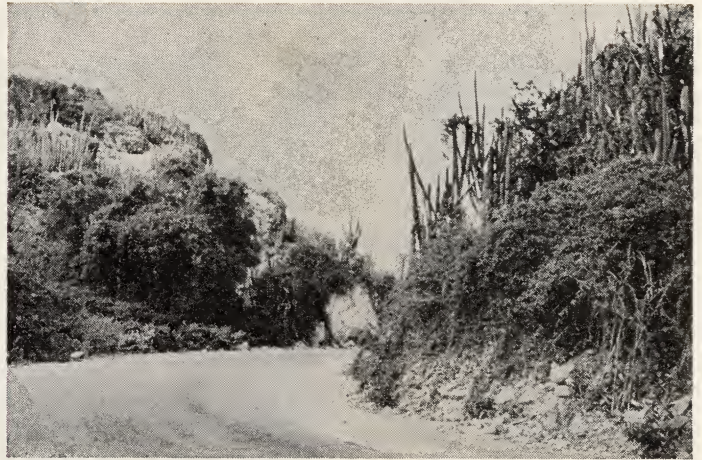
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Para contribuir a ello, permítame servirles de guía acompañándoles en esta, su primera jira de compras. Para realizarla recorreremos casi de extremo a extremo la calle principal, que se llama Nassaustraat y que es el centro comercial de Oranjestad.

Empecemos por visitar a **FANNY'S SHOP**, una tienda donde podremos adquirir artículos en cuero, sweaters de Angora y de Cachemira; chales, perfumes y tallas balinesas e hindús en madera y en marfil.

En la misma acera nos queda la **JOYERIA DE LEO BERLINSKI**, donde él, personalmente o su esposa o una de sus bien entrenadas empleadas nos atenderán con amable solicitud. Aquí se ofrecen joyas de oro con piedras preciosas y semipreciosas; juegos en filigrana o en modernos diseños de platino u oro de 18K.; perlas cultivadas; relojes suizos de bien reputadas marcas, destacándose entre ellos los mundialmente famosos relojes Girard Perregaux. Leo Berlinski tiene en existencia cubiertos en plata pura, platinados o de acero inoxidable; vajillas de fina porcelana y de cerámica; cristalería de Francia, Finlandia, Suecia e Inglaterra, así como figurillas, artículos de madera de teca y preciosas carteras bordadas en petit point o en mostacilla; todos en gran variedad de diseños y a precios adecuados al presupuesto del cliente.

Salimos y al frente está la **ARUBA TRADING COMPANY**, con su anexo **PHOTO EL GLOBO**. En esta tienda, la fama de la cortesía de sus empleados corre pareja con la fama de los artículos de primera calidad que ofrece. Las damas encontrarán aquí una enorme variedad de cosméticos y perfumes de las más famosas casas francesas y americanas, así como la más fina lencería, ropa de niños y regalos. No se olvide de solicitar los artículos de tocador para caballeros que Ud. prefiera; licores y cigarrillos. Sin ningún costo adicional la **ARUBA TRADING** le enviará a su avión o vapor los licores o cigarrillos libres de impuesto que Ud. haya comprado. Capítulo aparte merece **PHOTO EL GLOBO**, dividida en dos departamentos. En el primero encontrarán los caballeros desde



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Un poquitito más adelante atraerán su atención las alegres notas de un carillón; se trata del carillón de **SPRITZER AND FUHRMANN**, esa famosa joyería de la que ya habrá oído hablar si ha visitado N. York, Curazao, Bonaire, o San Martín. Es difícil rehuir la atracción de sus vitrinas decoradas con primoroso cuidado y delicado gusto, pero adentro nos esperan más maravillas y el alivio del aire acondicionado. Es deslumbrante su exclusiva colección de joyas en diamantes y oro y al decir exclusivas, quiero decir únicas en el continente ya que **SPRITZER AND FUHRMANN**, siguiendo la antigua tradición de las mejores joyerías del mundo, posee sus propios orfebres y diseñadores; verdaderos artistas cuyas exquisitas joyas por repetidas veces han merecido galardones en los concursos internacionales. Aquí encontramos los más finos relojes, tales como Patek Philippe y Piaget, amén de una extensa colección de novedosos relojes suizos a precios muy convenientes. A la chica que le dedique su especial atención pídale ver las carteras de noche un verdadero primor del arte manual francés, así como también los objetos de arte, cristalería, plata y porcelana de las más famosas casas de Europa que allí se venden. Como detalle adicional quiero decirles que las garantías de **SPRITZER AND FUHRMANN** son honrados en su tienda de Nueva York, cita en la 5 East 57th Street.

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Un poquitito más adelante y en la misma acera entraremos en **MEN'S SPORTS WEAR CENTER**, que le ofrece lo mejor que puede conseguirse en la isla en artículos para caballeros.

Enfrente nos queda el **SHALIMAR PALACE**. Aquí se ofrecen perfumes, cosméticos de Helena Rubinstein y Lancôme, carteras de noche, calzado de todos los países del globo, trajes para damas llegados desde los E.U., Francia, Italia, Alemania, Dinamarca, Finlandia e Inglaterra.

Los aficionados al sip y el dip (un traguito y una zambullida) tienen un sitio ideal en la piscina y el bar del **CORAL STRAND HOTEL**, ventajosamente localizado cerca de la ciudad. También para una noche alegre, bailando a los compases de un combo, tiene el **CORAL STRAND** un artístico bar-restorán decorado con pinturas modernas de un conocido artista local.

Para un Chow (comida) chino, visite el **HONG KONG RESTAURANT & BAR**, completamente aire acondicionado. No pida algo corriente, pida un plato extraordinario, diga: Déme un Mu Ku Kai Pán y ejecute su lengua y su paladar.

Si su apetito le pide pastas, diríjase en taxi hasta el **BASI RUTI HOTEL** especializado en platos italianos. Si quiere disfrutar del paisaje marino diríjase al **TROCARDERO** y ordene un plato a base de mariscos, que son la especialidad de este restorán.

Pero la hora avanza y hemos de proseguir con nuestras compras.

En el próximo bloque llegamos a la Joyería **KAN**. El lema de Kan es "Wat Kan kan, kan Kan alleen," lo que quiere decir en español: Lo que **KAN** hace, sólo **KAN** lo

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puede hacer. Ellos, sin duda alguna, harán todo lo posible por hacer sus compras más placenteras. Vea su variedad de joyas, cámaras, y artículos ópticos.

Aquí se impone una pequeña reorganización del grupo, ya que los caballeros no querrán perderse una visita a **LA VENEZOLANA**, de reputada fama por sus artículos finos para caballeros.

Las damas, por su parte no quieren perder la oportunidad de visitar al **MAGGY'S BEAUTY SHOP**, salón de belleza donde Maggy no sólo les hará el último modelo en peinado, sino que también les dará su autorizado consejo para la belleza y cuidado de su pelo y de su cara.

Para cerrar con broche de oro nuestra jira de compras les sugiero ahora una visita al famoso Piano Bar del **MANCHEBO BEACH HOTEL**, situado en la hermosa playa blanca.

Llegada la hora de las despedidas sólo me queda decirles: ¡Hasta pronto, amigos! ¡Que hayan disfrutado de nuestra jira de compras!

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Conozca a Aruba

Durante su permanencia en Aruba, y a fin de conocer mejor nuestra isla Ud. puede contratar los servicios de un taxi, visitar los puntos de interés en una excursión de turismo o alquilar un automóvil y conducirlo Ud. mismo. Para esto último, Ud. puede adquirir una licencia temporal presentando su licencia válida expedida en su país de origen.

Aruba tiene muchos lugares de interés que son dignos de ser visitados. Entre ellos se encuentran las playas de **PALM BEACH** e **EAGLE BEACH** que pueden contarse entre las más bellas del mundo. La blanca arena se extiende por varias millas a lo largo de la costa y declina suavemente hacia las turquesas aguas del Caribe ofreciendo, en su mansedumbre, una excelente oportunidad para esquiar sobre el agua, navegar y nadar. En el mar que circunda nuestra isla pululan una extensa variedad de peces, haciéndolo propicio para los diferentes tipos de pesca.

La capital de Aruba es **ORANJESTAD**, con una arquitectura típicamente holandesa con alguna influencia española. Los edificios están pintados en los brillantes colores característicos del ámbito del Caribe. Grandes trasatlánticos, cargados de pasajeros y de mercancías atracan regularmente en su puerto. Es excitante pasearse en los días de gran tráfico marítimo por los espaciosos muelles. La imaginación vuela tras los nombres de lejanas tierras impresos en las balas de mercancías. Yokohama, Hong Kong, Italia o Noruega se nos antojan mensajes de amigos lejanos.

Las mercancías traídas de los más distantes rincones del mundo hacen que el centro de Oranjestad constituya una verdadera tentación para el turista. Relojes suizos, cámaras, perfumes, sweters de Cachemira, sedas, azule-

jos holandeses, loza fina, binoculares, licores, lanas y otros tejidos, piedras preciosas, miniaturas de porcelana, novedades tejidas en paja, esculturas de marfil del Oriente, cristalería, tallados en madera de Indonesia y China, artículos de cuero, vajillas de plata, oro, etc., son artículos que, gracias a los bajos impuestos de importación se pueden comprar aquí a precios muy ventajosos.

Una atracción turística es la caleta de Oranjestad donde están anclados innumerables barquichuelos procedentes de diversos lugares del Caribe. Allí se encuentra el bullicioso mercado donde en puestos amplios y soleados, despliegan



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los barqueros sus tentadoras mercancías. Llenos de colorido son los puestos de frutas, legumbres, y hortalizas. En este mercado al aire libre los compradores son tan pintorescos como las frutas que allí se venden. Los oídos se nos llenan con la confusa sinfonía de diversos lenguajes. Junto al mar, muy cerca del puerto, está el bien cuidado **PARQUE WILHELMINA**, así llamado en honor de la reina madre Guillermina de Holanda. En el centro de la plaza, rodeada de flores y de umbrosas alamedas está una hermosa estatua de la recordada reina.

El clima de Aruba está considerado entre los mejores del Caribe. La lluvia es escasa y los días son frescos por el continuo fluir de los vientos Alisios. En este clima seco medra el **DIVI DIVI**, un árbol que, azotado por el continuo batir del viento crece en las más extrañas formas, siguiendo siempre la dirección del viento. Para fines industriales se cultiva el **áloe**, planta liliácea de la cual se extrae un jugo muy amargo usado en medicina. En el campo crecen los cactus; las casas típicas arubanas tienen una pintoresca cerca de cactus. A los arubanos les encantan las flores y se esmeran en cultivarlas. La mayoría de los hogares están rodeados de buganvillas, adelfas, flamboyanes e hibiscos.

Un distintivo del paisaje arubano es el **HOOIBERG** (Colina Almiar); para el que desee escalarla hay una escalera que conduce hasta la misma cima.

Al norte de la isla hay bien abrigadas ensenadas que ofrecen sitios ideales para excursiones campestres. Para aquellos a quienes les gusta nadar en un fuerte oleaje este lado de la isla es perfecto. Dos de las más curiosas ensenadas son **ANDICURI** y **DOS PLAYAS**; peñascos imponentes se internan en el mar desafiando el embate de las olas que van a estrellarse contra ellos con estentóreo ruido, formando así un violento contraste con las apacibles arenas de la ensenada.

Sumamente interesante es el **PUENTE NATURAL** obra arquitectónica de la naturaleza, socavada en la dura roca por la incansable embestida del mar; no deje de visitarlo así como también a **BOCA DRUIF**, que es una gruta junto a las dunas de **BOCA PRINS**.

El **CUNUCU**, que quiere decir campo en papiamento,

está punteado por casitas de vivos colores y por impresionantes formaciones rocosas. Las más imponentes se encuentran en **AYO** y **CASIBARI** donde la naturaleza acumuló una sobre otra tremendas masas de granito de miles de toneladas de peso. En **AYO** Ud. puede explorarlas internándose por intrincados laberintos. En **CASIBARI** está la **BOCA DEL DRAGON**, que es una curiosa formación, favorita de los fotógrafos.

Los que estén interesados en la cultura autóctona, encontrarán antiguos dibujos indígenas en las paredes de las cavernas de **FONTEIN** y de **CANASHITO**, y en las rocas de **ARIKOK** y **AYO**.

Los espeleólogos hallarán un reto en las grutas de **QUADARIKIRI** y **HULIBA**.

Otro sitio de interés es la iglesia y el cementerio de **SANTA ANA**. La iglesia tiene un magnífico y centenario altar gótico de roble, tallado a mano.

También el **CASTILLO DE LOS PIRATAS** en **BUSHIRIBANA**, montado sobre un promontorio, frente a la costa de barlovento. Las ruinas de este "castillo" son en realidad las ruinas de una vieja mina de oro, reliquia de lo que fuera la primera industria de Aruba. En **BALASHI** están las ruinas de otra mina de oro.

La **LAGUNA ESPAÑOLA** recibió ese nombre por que allí reparaban sus buques los bucaneros españoles. El sitio es conocido hoy por su hermoso y apacible panorama.

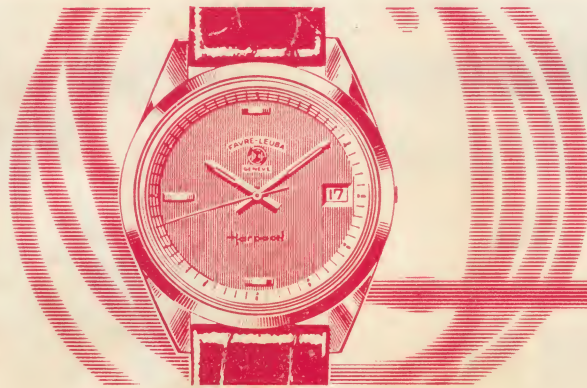
En el **FRENCHMAN'S PASS** o sea **PASO DEL FRANCES** fué donde, según la leyenda, los indios pelearon contra los franceses para defender la isla de los invasores extranjeros. Actualmente es predio de bullangueros periquitos arubanos.

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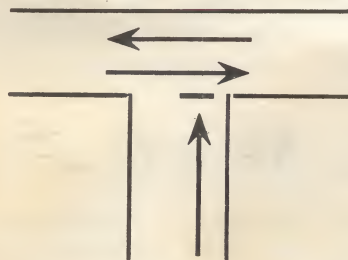
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- On T-crossings however, the traffic on the dead-end road has to give priority to all crossing traffic, even bicycles.

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- Conduzca al lado derecho del camino.
- Todo tráfico, con excepción de bicicletas, viniendo del lado derecho, tiene que dar preferencia, hasta en los circulos del tráfico.
- En una desembocadura T sinembargo, el tráfico en el camino que desemboca, tiene que dar preferencia a todo el tráfico pasante, hasta a las bicicletas.



Traffic signs

On Aruba most traffic signs differ from the ones you are used to. However the greater part of them are self-explanatory. Those signs which are most important for your own safety are summed up below.

Señales de tráfico

En Aruba casi todas las señales de tráfico diferencian con las de costumbre. Aunque la mayoría sean inspiraciones propias. Las señales de mayor importancia para su seguridad propia, están sumadas aquí abajo.



You are approaching an intersection where YOU have to give priority to ALL crossing traffic.

Está Ud. acercándose a una intersección, dónde tiene que dar preferencia a todo el tráfico pasante.



No entry.

Entrada prohibida.



Bring your vehicle to a complete standstill and give the right of way to ALL crossing traffic.

Pare Ud su vehículo completamente y dele preferencia a todo el tráfico pasante.



No overtaking.

Prohibido alcanzar o pasar.



You are approaching an intersection where all crossing traffic has to give you right of way.

Se acerca Ud. a una intersección dónde todo el tráfico pasante tiene que darle preferencia.



This sign indicates the speed-limit. In built-up areas maximum-speed is always 40 kilometers. Note that speed-limits are stated in kilometers (60 kilometers = approximately 38 miles.)

Esta señal indica la velocidad limitada. En partes pobladas la velocidad máxima es siempre 40 kilómetros. Note Ud. que la velocidad máxima está indicada en kilómetros. (60 kilómetros = aproximadamente 38 millas.)

What's the most popular sport in Aruba?

Shopping at Spritzer & Fuhrmann.



We admit that visitors to our island paradise seem to enjoy swimming, sailing and sun-bathing. But a visit to Spritzer and Fuhrmann still tops everybody's list of "things to do."

What's the secret of such popularity?

Values. Superb values in Continental jewelry. Fine watches. Unusual objets d'art. In exquisite china, crystal and sterling. Combined with the taste, service and dependability that is Spritzer and Fuhrmann's alone.

Come see our main building — the building with the bells — at Nassaustraat.

Discover why shopping at our stores is even more than a popular sport. It's a pleasure.



SPRITZER + FUHRMANN

"Jewelers of the Caribbean"

ARUBA • BONAIRE • CURAÇAO • ST. MAARTEN • NEW YORK

TIPS ON U.S. CUSTOMS REGULATIONS

According to U.S. Customs regulations each returning resident is allowed to take back, free of duty and tax, articles not exceeding an amount of \$100, which amount is based on the fair retail value of the items in the country obtained. Use of this exemption is only allowed in case the resident's stay abroad exceeds 48 hours and if the resident has not yet used part of it within the preceding 30 days.

1. You may take back with you, any articles you wish to, provided you pay tax on the amount in excess of the \$100. Tax is levied on the wholesale price of the item paid in the country where it is obtained which price is generally reached by subtracting 40% of the retail value of the article.
2. It is advisable to use the \$100 exemption for the high duty items and to pay duty on the low duty items.
3. Clothing, cameras, binoculars, watches, etc. purchased and used during the trip, should be declared as "used items". The Custom Officer in charge will make

appropriate reduction for wear and/or use on the value of such items and subsequently on the duty.

4. Gifts to friends and relatives in the U.S. up to \$10 each are allowed in an UNLIMITED NUMBER provided the addresses does not receive other gift parcels exceeding the \$10 limitation on the same day. This is in addition to the \$100 exemption. Not included in this privilege are gifts of liquor and tobacco whereas perfume at less than one dollar is allowed. On these gifts NO declaration is required and NO tax will be levied.
5. Persons over 21 are permitted DUTY-FREE liquor not exceeding ONE QUART!
6. Merchandise originating in COMMUNIST CHINA, NORTH KOREA, NORTH VIETNAM and CUBA IS PROHIBITED in the U.S.
7. To pass U.S. customs smoothly, fill out your declaration carefully and keep all dutiable items and sale slips together and in a handy place!!

Remember that you are allowed to take back as much merchandise as you want. All you have to do is to pay duty on what you declare over your \$ 100.— duty free allowance, and even after duty has been paid upon arrival in the U.S.A., purchases made in Aruba, at free-port prices are still GOOD BUYS.